

CONTRACT



WOIO
1717 East 12th Street
Cleveland, OH 44114
(216) 771-1943

<u>Contract / Revision</u> 842815 /		<u>Alt Order #</u>
<u>Product</u> OH US SEN JOSH MANDEL OCT 31-NOV 6		
<u>Contract Dates</u> 10/31/12 - 11/06/12		<u>Estimate #</u> 3125
<u>Advertiser</u> Mandel, J/US Senate/R		<u>Original Date / Revision</u> 10/29/12 / 10/29/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WOIO	<u>Account Executive</u> House WOIO/WUAB	<u>Sales Office</u> Cleveland Local
<u>Special Handling</u> Cash In Advance		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Strategic Media Placement.
7669 Stagers Loop
Delaware, OH 43015

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WOIO	10/31/12	11/02/12	Action News at 6a	6-7a		:30			NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	--WTF--				3	\$150.00			
N 2	WOIO	11/05/12	11/06/12	Action News at 6a	6-7a		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 11/05/12	11/11/12	MT-----				2	\$150.00			
N 3	WOIO	10/31/12	11/01/12	The Early Show	7-9a		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	--WT---				2	\$100.00			
N 4	WOIO	11/05/12	11/06/12	The Early Show	7-9a		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 11/05/12	11/11/12	MT-----				2	\$100.00			
N 5	WOIO	11/03/12	11/03/12	Sat Early Show	9-11a		:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-----S-				1	\$125.00			
N 6	WOIO	11/04/12	11/04/12	CBS Sunday Morning	9-1030a		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-----S				1	\$2,000.00			
N 7	WOIO	11/04/12	11/04/12	Face the Nation	1030-11a		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-----S				1	\$3,000.00			
N 8	WOIO	10/31/12	11/02/12	Action News at Noon	12-1230p		:30			NM	3	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	--WTF--				3	\$475.00			
N 9	WOIO	11/05/12	11/05/12	Action News at Noon	12-1230p		:30			NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 11/05/12	11/11/12	M-----				1	\$475.00			
N 10	WOIO	10/31/12	11/02/12	Action News at 5p	5-6p		:30			NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	--WTF--				3	\$1,500.00			
N 11	WOIO	11/05/12	11/05/12	Action News at 5p	5-6p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

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WOIO
1717 East 12th Street
Cleveland, OH 44114
(216) 771-1943

Contract / Revision	Alt Order #
842815 /	

Contract Dates	Product	Estimate #
10/31/12 - 11/06/12	OH US SEN JOSH MAN	3125

Advertiser	Original Date / Revision
Mandel, J/US Senate/R	10/29/12 / 10/29/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount	
												Totals	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/05/12	11/11/12	M-----				1	\$1,500.00				
N 12	WOIO	10/31/12	11/02/12	Action News at 6p	6-630p		:30			NM	3	\$7,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	--WTF--				3	\$2,500.00				
N 13	WOIO	11/05/12	11/05/12	Action News at 6p	6-630p		:30			NM	1	\$2,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/05/12	11/11/12	M-----				1	\$2,500.00				
N 14	WOIO	11/04/12	11/04/12	SU Action News at 630p	630-7p		:30			NM	1	\$500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	-----S				1	\$500.00				
N 15	WOIO	10/31/12	11/01/12	M-F 7-730p	7-730p		:30			NM	2	\$9,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	--WT---				2	\$4,500.00				
N 16	WOIO	11/05/12	11/05/12	M-F 7-730p	7-730p		:30			NM	1	\$4,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/05/12	11/11/12	M-----				1	\$4,500.00				
N 17	WOIO	10/31/12	11/02/12	M-F 730-8p	730-8p		:30			NM	2	\$10,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	--W-F--				2	\$5,000.00				
N 18	WOIO	11/05/12	11/05/12	M-F 730-8p	730-8p		:30			NM	1	\$5,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/05/12	11/11/12	M-----				1	\$5,000.00				
N 19	WOIO	10/31/12	11/02/12	Action News at 11p	11-1135p		:30			NM	3	\$9,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	--WTF--				3	\$3,000.00				
N 20	WOIO	11/05/12	11/05/12	Action News at 11p	11-1135p		:30			NM	1	\$3,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/05/12	11/11/12	M-----				1	\$3,000.00				
N 21	WOIO	11/03/12	11/03/12	Lt Sa Action News at 11p	11p-2a		:30			NM	1	\$700.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	-----S-				1	\$700.00				
N 22	WOIO	11/04/12	11/04/12	Lt Su Action News at 11p	11p-2a		:30			NM	1	\$700.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	-----S				1	\$700.00				
N 23	WOIO	11/04/12	11/04/12	Sun Hour 1	7-830p		:30			NM	1	\$3,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	-----S				1	\$3,500.00				
N 24	WOIO	11/04/12	11/04/12	Browns Football	12-8p		:30			NM	1	\$40,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	-----S				1	\$40,000.00				
Totals											39	\$110,075.00	

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	39	\$110,075.00	\$93,563.75
Totals	39	\$110,075.00	\$93,563.75

Signature: _____

Date: _____

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JOSH MANDEL

042815

Revision #: 0 Date: 10/28/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 3125
Media: TV Description: OH US SEN JOSH MANDEL OCT31-NOV 6 T
Product: GENERAL Flight Start Date: 10/31/12 5:00:00 AM
Market: Cleveland Flight End Date: 11/6/12 12:00:00 PM

Separation between spots: 10

DM 10/12/12

Revision Comments:

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days							Total Spots	
					Dur	Wed 10/31	Thu 11/1	Fri 11/2	Sat 11/3	Sun 11/4	Mon 11/5		Tue 11/6
WOIO-TV													
143	MTuWThF 6:00a-7:00a ACTN NWS-MORN<	6 EM	\$150.00	\$127.50	30	1	1	1	0	0	1	1	5
144	MTuWThF 7:00a-9:00a EARLY SHW2-CBS<	6 EM	\$100.00	\$85.00	30	1	1	0	0	0	1	1	4
145	Sa 9:00a-11:00a SAT ER SHW-CBS	9 WK	\$125.00	\$106.25	30	0	0	0	1	0	0	0	1
146	Su 9:00a-10:30a SUNDAY MRN-CBS	2 WK	\$2,000.00	\$1,700.00	30	0	0	0	0	1	0	0	1
147	Su 10:30a-11:00a FACE NATN-CBS	2 WK	\$3,000.00	\$2,550.00	30	0	0	0	0	1	0	0	1
148	MTuWThF 12:00p-12:30p ACTN NWS-NOON<	9 DT	\$475.00	\$403.75	30	1	1	1	0	0	1	0	4
149	MTuWThF 5:00p-6:00p ACTN NWS-5 PM<	2 EN	\$1,500.00	\$1,275.00	30	1	1	1	0	0	1	0	4
150	MTuWThF 6:00p-6:30p ACTN NWS-SIX<	2 EN	\$2,500.00	\$2,125.00	30	1	1	1	0	0	1	0	4
151	Su 6:30p-7:00p NEWS	9 EN	\$500.00	\$425.00	30	0	0	0	0	1	0	0	1
152	MTuWThF 7:00p-7:30p WHEEL	2 PA	\$4,500.00	\$3,825.00	30	1	1	0	0	0	1	0	3
153	MTuWThF 7:30p-8:00p JEOPARDY	2 PA	\$5,000.00	\$4,250.00	30	1	0	1	0	0	1	0	3

JOSH MANDEL

Revision #: 0 Date: 10/28/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 3125
 Media: TV Description: OH US SEN JOSH MANDEL OCT31-NOV 6 T
 Product: GENERAL Flight Start Date: 10/31/12 5:00:00 AM
 Market: Cleveland Flight End Date: 11/6/12 12:00:00 PM

Separation between spots: 10

Revision Comments:

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days	Wed 10/31	Thu 11/1	Fri 11/2	Sat 11/3	Sun 11/4	Mon 11/5	Tue 11/6	Total Spots
WOIO-TV													
154	MTuWThF 11:00p-11:35p ACTN NWS-ELEVN<	LN	\$3,000.00	\$2,550.00	30	1	1	1	0	0	1	0	4
155	Sa 11:00p-11:35p NEWS	LN	\$700.00	\$595.00	30	0	0	0	1	0	0	0	1
156	Su 11:00p-11:35p NEWS	LN	\$700.00	\$595.00	30	0	0	0	0	1	0	0	1
157	Su 7:00p-8:00p 60 MINUTES	RT	\$3,500.00	\$2,975.00	30	0	0	0	0	1	0	0	1
158	Su 1:00p-4:00p BROWNS	WK	\$40,000.00	\$34,000.00	30	0	0	0	0	1	0	0	1
Total Spots:					8	7	6	2	2	6	8	2	39
Total Cost:			\$110,075.00	\$93,563.75									
Total			NOV 12 \$110,075.00	\$93,563.75									39

Disclaimer:

Signature: _____



Summary by Station/System

Date: 10/28/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 3125
Media: TV Description: OH US SEN JOSH MANDEL OCT31-NOV 6 T
Product: GENERAL Flight Start Date: 10/31/12 5:00:00 AM
Market: Cleveland Flight End Date: 11/6/12 12:00:00 PM

Separation between spots: 10

Station	Total Spots	STN Gross	PCT	STN Net	PCT
WOIO-TV	39	\$110,075.00	100%	\$93,563.75	100%
Market Total:	39	\$110,075.00		\$93,563.75	